



www.thebostonchannel.com

WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

Billing Address:

GMMB
Attention: Maura Gilroy
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
968234-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	101 - Candidate Orders :6	2265

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	968234	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/04/12	11/04/12	OTR Primetime Election S	LOCAL PRIME SPE	-----S	1:00	1	\$5,000.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$5,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Su	11/04/12	7:28 PM	OTR Primetime Election Sp	LOCAL PRIME SPE	1:00	0FA12G181H	\$5,000.00 NM
2	10/30/12	11/04/12	M-F Inside Edition	658-730p	-TWTF--	1:00	1	\$3,000.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -TWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/30/12	7:15 PM	M-F Inside Edition	658-730p	1:00	0FA12G181H	\$3,000.00 NM
3	10/30/12	11/04/12	Chronicle	728-8p	-TWTF--	1:00	1	\$3,000.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -TWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$3,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Tu	10/30/12	7:37 PM	Chronicle	728-8p	1:00	0FA12G181H	\$3,000.00 NM
4	10/30/12	11/04/12	LIVE WITH KELLY & MIC	9A-10A	-TWTF--	1:00	1	\$2,000.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -TWTF--	<u>Spots/Week</u> 1	<u>Rate</u> \$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	W	10/31/12	9:35 AM	LIVE WITH KELLY & MICHAEL	9A-10A	1:00	0FA12G181H	\$2,000.00 NM
5	10/30/12	11/04/12	7p Sat News Weekend	658-730p	-----S-	1:00	1	\$800.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WCVB	Sa	11/03/12	7:54 PM	7p Sat News Weekend	658-730p	1:00	0FA12G181H	\$800.00 NM
					LR - Football				
6	10/30/12	11/04/12	INSIDE EDITION SAT	5:30P-6P, 7:30P-8F	-----S-	1:00	1	\$400.00	NM
Weeks:	<u>Start Date</u> 10/29/12	<u>End Date</u> 11/04/12	<u>MTWTFSS</u> -----S-	<u>Spots/Week</u> 1	<u>Rate</u> \$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
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7	10/30/12	11/04/12	STEVE HARVEY DAY	10-11a	-TWTF--	1:00	2	\$300.00	NM																																													
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1	WCVB	M	11/05/12	12:29 PM	Midday News	1158a-1230p	1:00	OFA12G181H	\$1,200.00	NM																																												
14	11/05/12	11/05/12	Millionaire	1228-1p	M-----	1:00	1	\$1,600.00	NM																																													



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Send Payment To:

WCVB
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Lehigh Valley, PA 18002-6874

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Obama/D/President	101 - Candidate Orders :60	2265	

Spots/										
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
<div>Weeks: <div>Start Date11/05/12</div><div>End Date11/11/12</div><div>MTWTFSSM-----</div><div>Spots/Week1</div><div>Rate\$1,600.00</div></div>										
<div>Spots: # ChDayAir DateAir TimeDescriptionStart/End TimeLengthAd-IDRateType</div>										
<div>1WCVBM11/05/1212:44 PMMillionaire1228-1p1:000FA12G181H\$1,600.00NM</div>										
15	11/05/12	11/05/12	KATIE COURIC DAY	3-4p	M-----	1:00	1	\$1,200.00	NM	
<div>Weeks: <div>Start Date11/05/12</div><div>End Date11/11/12</div><div>MTWTFSSM-----</div><div>Spots/Week1</div><div>Rate\$1,200.00</div></div>										
<div>Spots: # ChDayAir DateAir TimeDescriptionStart/End TimeLengthAd-IDRateType</div>										
<div>1WCVBM11/05/123:59 PMKATIE COURIC DAY3-4p1:000FA12G181H\$1,200.00NM</div>										
16	11/04/12	11/04/12	Inside Edition Wknd		-----S	:30	1	\$0.00	NM	
<div>Weeks: <div>Start Date10/29/12</div><div>End Date11/04/12</div><div>MTWTFSS-----S</div><div>Spots/Week1</div><div>Rate\$0.00</div></div>										
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<div>1WCVBSu11/04/123:13 AMInside Edition Wknd1:000FA12G181H\$0.00NM</div>										
Total Spots							19			

Payment Terms 30 Days

<u>Gross Total</u>	\$29,600.00
<u>Agency Commission</u>	\$4,440.00
<u>Net Amount Due</u>	\$25,160.00